



RESUME

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Objective:

To create value to organizations through Supply Chain Strategy, operational excellence and striving to make the supply chain function a 'world class'.

Supply Chain Leadership Experience: 20+ years plus

Companies Worked:

<u>Name of the company</u>	<u>Last designation held</u>	<u>Period Worked</u>
Caliper Business Solutions P Ltd	Co-Founder	April - 2015 - to April 2020
Tata Sky Limited, Mumbai	Associate Vice President, Supply Chain Services	July 2011 - March 2015
Tata Teleservices (M) Ltd., Mumbai	General Manager - Supply Chain Management	June 2007 - June 2011
Bharti Airtel Limited, Ahmadabad	Deputy General Manager- Supply Chain Management	June 2006 - May 2007
Idea Cellular Limited, Hyderabad	Asst Gen Manager-Materials	March 1997 - May 2006
ITW Signode India Limited, Hyderabad	Sr. Executive - Finance	November 1989 - March 1997

Awards, Achievements and Recognitions:

Industry Level

- (a) **Reverse Logistics Operational Excellence Award** - At Asia Manufacturing Supply Chain Forum in **Jan '13** - For reducing the TAT in the reverse Logistics timelines.
- (b) **Green Supply Chain company of the year Award** - At Express Logistics Supply Chain Conclave, **Sept '13** - For re-engineering the packing to save packing material, per unit cost of Box, reduction of Fossil Fuel consumption per unit in both Inbound and Outbound logistics.
- (c) **Supply Chain Personality of the year** at Asia Manufacturing Supply Chain Forum - **Feb '14**
- (d) **Supply Chain Exemplary leadership Award** in Express Logistics Supply Chain Conclave, **Sept '14**
- (e) Participated as **Panel Member** for various Supply Chain forums of CII, ELSC and HMSC...etc.

Company Level:

- (a) **Appreciation Letter** from CFO for Migration from SAP to Oracle ERP.
- (b) **Town Hall Appreciation** by COO for Custom clearance of Prepaid Billing System, a \$2Mln equipment for the 1st time in India, within one day with proactive meetings with Customs.
- (c) **Recognition by MD** for contributing to the flawless Execution of DoCoMo GSM launch in Maharashtra & Goa- as a **Core Committee member**

Numbers Managed :

- (1) Team Size: 25 Direct Reports and near about 90 indirect reports.
- (2) Warehouse Space – 4 Mother W/h and 40 Cluster W/h amounting to 6 Lacs Sqft.
- (3) Transportation Spend – Rs. 85 Cr. Annually.
- (4) Procurement Spend – Rs.2000 Cr. Annually.
- (5) SKU Movement – Approx. 4 Mln Boxes annually.

Influencers -

(1) Mr. Harit Nagpal–MD, Tata Sky	(3) Mr. SG Murali–Group CFO, Tata Advanced Systems,
(2) Dr. Mukund Rajan – Ex MD, TTSL,	(4) Mr. S Venkatesan–Ex Group CFO, Leighton Welspun

Areas of Work Experience:

1. **Procurement Function – Operations and Strategy covering** Vendor Sourcing, Negotiations, Controls and Compliance, Vendor Rating & Evaluation and aggressive cost reduction.

Material and Services covered:

- a. Telecom Electronics like *SDH Equipment, Antennas, Radios and other active infrastructure* required for transmitting telecom signals.
- b. IT Equipment like *Servers, Laptops, Computers, Routers, Modems...*etc. that are required for Data Centres, Office use.
- c. Site infrastructure Equipment like *Air conditioners, Towers, DG sets, Isolation Transformers, Batteries... etc.* Telecom, being one of the most cost sensitive industries and a cost crusader, we had to be up-to-date on pricing including the Raw Material Pricing and BoQ of the procurement items.
- d. Consumer Electronics – *Set Top Boxes, Mobile Phones, Wi-Fi Dongles, Modems, Wireless Phones...*etc. – International Vendor Sourcing and Vendor Relationship Management was extremely critical for this role – Experience in handling vendors from Europe and Asia.
- e. *Civil and Electrical services* for Site Construction, New Office Builds, Data Centre including Electrical Sub-Station and other consultancy contracts.
- f. Marketing related procurement like *Collaterals, POS, Print Media, Exhibition Space, Outdoor Advertising...*etc. that are highly price sensitive and budget controlled.
- g. Sales products like Sim cards, RCVs, distribution....etc.
- h. *Annual Maintenance Contracts and Other Opex requirements* like Call Centre seating, Admin contracts, Outbound Dialler, IVR....etc. that are regularly used in Telecom.

2. **Supply Chain & Distribution Management Function:**

- a. **Warehouse Planning** – Location selection, Compliance, Contracting and Negotiations
- b. **3PL Selection** – for Management of 40+ Warehouses at Regional and Local Levels.
- c. **SOP** – Process Compliance/Checklist monitoring for various activities like Ageing, FSN segregation, Stacking Norms, FIFO distribution, dispatch compliance, MRP...etc.
- d. **Distribution Strategy** - Devising hub & spoke mechanisms involving primary and secondary movements to reduce Order to Delivery TATs, storage and transport costs.
- e. **Transportation Contracts** - FTL, LCL and Courier Contracts – Dedicated Vehicles, Milk Route Planning including Reverse Pick-up. Using Digitization tools like Reverse Auctions, Vehicle Tracking and Geo-Fencing and other Analytics.

- f. **Vendor Rating and Evaluation** – Performance Analysis Metrics like Vehicle Placement Efficiency, Delivery Efficiency, Transit TAT, Shortages and Damages...etc.
- g. **Demand Planning** - Supply Chain AOP, including advance planning for Seasonal Sales - temporary storage and transportation planning to far off locations like North East States including permits and registrations for warehouses during FIFA and large movements during festive seasons like Diwali and Onam to capture market share.

3. Import Management

- a. **Documentation Management** – From PO to LC to Invoice & PL to AWB/BoL to COI.
- b. **Evaluation of Duty benefits** – Regular Updates on FTA, custom notification...etc.
- c. **Customs Management** – Right classification, Tariff heading, IGM Filing, Documentation, Technical Write-ups, representations to various governing bodies for disputes...etc.
- d. **Clearance Process Management** including DPD clearance, CFA/ICD/FTZ Storage
- e. **Duty Benefits Evaluation like DEPB...etc.**
- f. **Freight Forwarder** evaluation and selection through RA Process with best terms.
- g. **Clearance Planning** – Avoidance of Ground rent, Container Demurrages...etc.

4. Enterprise Solutions Experience:

- a. **C’X’O meetings** for presentations and discussions on digitization Solution and the value proposition to the business.
- b. **Consultative/Solution discussions** with the Operations team on the desired work-flows and Business Requirement Document – for digitization process.
- c. **Proposal drafting** and Negotiations with the customers and deal sign-offs.
- d. **Coaching and Mentoring** teams for the solution pitch.
- e. **Product Reviews** and Roadmap discussions with the tech team for the development.

5. Finance Experience

- a. **Procure-to-Pay** management, AP, AR, Sales Accounting and GL Accounting.
- b. **Financial Analysis and Reporting** including Cash Flow and Funds Requirements.
- c. **Fixed Assets** Management including Capitalization and FAR maintenance.
- d. **SBU Accounting** – Independent management of Sales and Purchase and Expense Accounts.
- e. **Factory Accounts** – Including Stores Accounting, Inventory Verification, Ageing...etc.
- f. **MIS reporting** to Management on Sales performance and product performance.
- g. **Banking Finance** – Bill Discounting, LC Establishment....etc.

Personal Details:

Qualification	MBA – Operations Management
References	On Request
Date of Birth	25 th April '1969
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